

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Office Action dated April 1, 2011. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-2 and 4-12 are pending in the Application. Claims 1 and 8 are independent claims. Claims 3 and 13 were previously canceled.

In the Office Action, claims 1 and 8 are rejected under 35 U.S.C. §112, first paragraph. In response and in the interest of advancing consideration and allowance of the claims, the term "first" was removed from the claims. Claim 1, for example, now recites "the plurality of simultaneously illuminated rows of pixels, the plurality of simultaneously illuminated rows of pixels forming at least two bands". As with regard to the Examiner's point on "how to make or use" the invention, the Applicants respectfully disagree. The matrix display devices employing electroluminescent, light-emitting, display elements are well known. Also, the specification states that its implementation where each band of rows of pixels comprises a plurality of sequential alternate rows of pixels enables an interlaced scheme to be implemented, by which only odd or even rows appear in a band. In this way, two scrolling operations are required to display a frame of data: one for the odd rows and one for the even rows. This mimics a true deinterlacer which is then not needed. This is readily recognized by these skilled in the art. Accordingly, withdrawal of this rejection is respectfully requested.

Claims 1-2 and 4-12 are rejected under 35 U.S.C. §103(a) over U.S. Patent Publication No. 2003/0197472 to Kanauchi et al. ("Kanauchi") in view of U.S. Patent

Publication No. 2002/0196241 to Morita ("Morita") and further, in view of U.S. Patent Publication No. 2001/0033278 to Ohta ("Ohta"). These rejections are respectfully traversed. It is respectfully submitted that claims 1-2 and 4-12 are allowable over Kanauchi, Morita, and Ohta for at least the following reasons.

It is undisputed that Kanauchi does not teach the scrolling element of claim 1 (see, page 3 of the Office Action). It is further undisputed that Kanauchi and Morita do not teach "simultaneously illuminating a plurality of rows of pixels, the plurality of simultaneously illuminated rows of pixels forming at least two bands separated by a band formed of non-illuminated plurality of rows of pixels", as in amended claim 1 (see, page 4, of the Office Action). The Office Action then relies on Ohta to teach that which is admitted missing from Kanauchi and Morita.

As previously argued, it is respectfully submitted that Ohta does not teach, disclose, or suggest "displaying image data for different frames of video in different of the at least two bands", which is recited in amended claim 1 and was similarly set out in previously canceled claim 3. Close consideration of the following comments is respectfully requested.

As previously argued, the cited paragraphs of Ohta describe outputting display data signals based on the display data to data signal lines so as to display an image according to the display data (see, Ohta, paragraph [0105]. In Ohta, the image display device includes a data signal line driving section for outputting display data signals (e.g., video signals) based on the display data respectively to data signal lines, so as to display an image according to the display data (see, Ohta, paragraph [0106]. It is respectfully submitted that these descriptions and the rest of Ohta for that matter do not teach, disclose,

or suggest "displaying image data for different frames of video in different of the at least two bands", which was substantially set out in prior claim 3 and is now recited in claim 1.

A close review of paragraphs [0078]-[0079] of Ohta used to reject claim 3 and the rest of Kanauchi reveal that the term "frame" is used in Kanauchi to indicate a time period not a portion of a video stream as recited in claim 1. While the referenced paragraphs of Kanauchi describe an image displayed on the display region 1 based on the video signal (d), in paragraph [0078] and "when the region of a display 2 is scanned, the image based on the video signal (d) is displayed on the display region 2", in paragraph [0079], it is respectfully submitted that these descriptions and the rest of Kanauchi do not teach, disclose, or suggest "displaying image data for different frames of video in different of the at least two bands", as recited in claim 1 and as similarly recited in claim 8.

Similarly, support for claims 9, 10, 11, and 12 is found in the paragraph spanning pages 5 and 6 of the present application. These claims are rejected in view of discussion of Figure 13 in Kanauchi. Paragraph [0042] of Kanauchi describes Figure 13 as a timing chart explaining operation for inserting a scan side preparation frame performed when the partial display is executed by the second embodiment of Kanauchi. Paragraph [0073] describes that Figure 13 shows the output timings of signals when a preparation frame is inserted and writing black data to the capacitors constituting respective pixels over the frame or the sub-frame. Paragraph [0076] describes the output timings of respective signals starting a partial display in the next frame (see, Kanauchi, Figure 14).

It is respectfully submitted that the referenced paragraphs and the rest of Kanauchi for that matter does not teach, disclose, or suggest the frame buffer that "stores partial

image data for two adjacent frames, and wherein data is read out from the frame buffer at two locations simultaneously", as for example recited in claim 11.

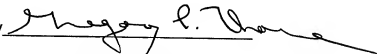
In light of the above discussion, it is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Kanauchi in view of Morita and Ohta. For example, Kanauchi in view of Morita and Ohta do not teach, disclose or suggest, amongst other patentable elements, (illustrative emphasis added) "the at least two bands scrolling in the column direction over time such that they simultaneously change horizontal position from one time to a next time, and displaying image data for different frames of video in different of the at least two bands, so that different parts of two adjacent frames are displayed at any one time, wherein at most 75% of the rows of pixels are illuminated at any point in time", as recited in claim 1 and as substantially recited in claim 8.

Based on the foregoing, the Applicants respectfully submit that the independent claims are patentable over the presented prior art references and an indication to that effect is respectfully requested. The dependent claims respectively depend from one of the independent claims and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims.

In addition, Applicants deny any statement, position, or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

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